



November 1, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 3rd Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 3rd Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 3rd Quarter, and a copy of the September financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 3rd quarter included regularly scheduled monthly meetings of the Board of Governors in July, August and September as well as a meeting of the BID's marketing committee in August. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the streetscape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

No expenditures were made in this category, however our contractor HBT/LA performed the BID's regular streetscape services including tree care and pruning for the months of July through September. Due to late billings from our contractor the BID anticipates payments for these streetscape services to be made in the beginning of the fourth quarter.

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Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Due to late billings from our contractor, expenditures for services in this category for maintenance is expected to occur in the beginning of the fourth quarter. The BID made an expenditure in the amount of \$25,804.46 in this category for the purchase of 30 new trashcans to be used within the BID.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payment was made to the Chamber for the 3rd Quarter of 2016. A payment of \$1,120 was made to Wildan Financial for annual administrative services to the BID. A \$1000 payment was made for BID legal services in July and August. The BID also made payments to its accountants for monthly services totaling \$838.00. A total of \$9,208.17 was expended in this category for the 3rd Quarter.

Budget Line Item #4 – Marketing and Promotion

During the 3rd Quarter the EHBID spent \$193.40 in costs associated with the marketing and promotion of the BID's Vermont Median ground breaking.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

East Hollywood Business Improvement District FY 2016 Budget

Revenue	FY 2016	Committed Funds				Year to Date
		1st Quarter	2nd Quarter	3rd Quarter	4th quarter	
Parcel Assessments	\$223,244.00					
Carry Over	\$79,000.00					
Total Funding	\$302,244					
Expenditures						
Streetscape/Landscape (43.3%)	\$130,790	\$8,382	\$8,660	\$0	\$0	\$17,042
Maintenance (33.1%)	\$100,015	\$20,601	\$16,038	\$25,804.46		\$62,443
Administration and Advocacy (13.3%)	\$40,185	\$13,102	\$16,147	\$9,208		\$38,457
Marketing (8.1%)	\$24,557	\$0	\$736	\$193		\$929
Contingency (2.2%)	\$6,698	\$0	\$0	\$0	\$0	\$0
Total	\$302,245	\$42,085	\$41,581	\$35,206	\$0	\$118,872
2016 Committed Funds						
* Streetscape: Includes \$48,000 in carryover funds from 2015						
* Maintenance: \$31,000 in carryover funds from 2015						